



# UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE SERVICES

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Phone (801) 977-6800 • [abs.utah.gov](http://abs.utah.gov)

## APPLICATION FOR LABEL AND PACKAGING APPROVAL

A beer, heavy beer, or flavored malt beverage (FMB) may not be sold in Utah unless the label and packaging of the beverage have been approved by the UDABS.

**Please note:** In addition to federal label requirements, Utah law requires labels and packaging to clearly give notice to the public that the beverage is an alcoholic beverage. This may be satisfied by any of the following terms: beer, ale, porter, stout, lager, malt, malted beverage, hard seltzer, or spiked seltzer.

**Important update:** §32B-1-604 requires the foregoing product type/class designation (beer, ale, etc.) to be obvious and in clearly visible contrast to the background of the text (e.g. a dark font on a light background or a light font on a dark background).

**Please review the following statutes regarding label requirements:** [Utah Code Ann. §32B-1-604, -605, and -606](#) and [Utah Admin. Code R82-1-105](#).

**\*\*\*LABEL APPLICATION APPROVAL MAY TAKE UP TO 30 DAYS AFTER RECEIPT OF ALL REQUIRED DOCUMENTATION \*\*\***

1. Brand Name of Malt Beverage:
2. Fanciful Name of Malt Beverage:
3. Type of application:

If a fee is required, mail a check payable to DABS within 7 days of application submission. To pay by card, please phone [801-977-6811](tel:801-977-6811) or [801-977-6834](tel:801-977-6834).

Previous approval date (required for label revision and new size):

4. Name of Manufacturer:
5. Mailing Address:
6. Email Address:
7. Contact person for label application:  
Phone Number(s):  
Email Address(es):
8. Local Utah Distributor(s):
9. Email contacts for Utah Distributor(s):



19. Is distilled alcohol or wine added to the product?

Please select:

20. Does your product contain an additive that masks or alters the physiological effect of alcohol including but not limited to kratom, kava, cannabidiol, or natural or synthetic tetrahydrocannabinol (THC)?

**Please note that TTB/COLA approval does not guarantee the label will be approved.** The department may revoke a label and or packaging previously approved upon finding that the label and or packaging are not in compliance.

**Legal disclaimer:** Please note that in order for information to be considered "protected" as proprietary or a "trade secret" under the Utah Government Records Access Management Act (GRAMA), you must provide with your application submission a claim of business confidentiality and a concise statement of the reason(s) supporting your claim of business confidentiality. If you seek protected status for certain information contained in your application packet, you **must** answer the relevant questions below:

1. Do you consider the information contained in this application or supporting documents confidential?
2. If yes, please indicate what is confidential (e.g., formula, ingredients, manufacturing process), check all that apply.

Formula

Ingredients

Manufacturing Process

3. Please provide a brief statement supporting your claim of confidentiality.

PLEASE NOTE: Applicants will receive an email acknowledging receipt of this application, but this does not indicate approval. An official letter will be sent to confirm approval.

**The undersigned acknowledges he/she has read the understands the statements herein and that the execution thereof is done voluntarily and by authorization of the applicant entity; and that any false statements made on this application or any other related document is a second degree felony.**

**I certify and attest that the information contained herein and attached hereto is true and correct.**

Signature: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Email: \_\_\_\_\_  
Title: \_\_\_\_\_